



Mark Young
New York Metro

July 21, 1998

To: All Managers in New York Metro

Subject: Customer Entertainment / NASCAR Events
(VIP's attending the RJR Suite at these events)

Dear Managers,

Enclosed is a letter from a division manager that describes how our VIP Suite tickets were used for a recent NASCAR event. This is a problem that is not unique to this specific race in New Hampshire the same situation is happening at just about all the NACAR events. We have to keep in mind since the NY Metro region doesn't have any Race events, that it is a true courtesy by the neighboring regions to allow us tickets for our customers. The number of suite tickets are extremely limited and this level of customer entertainment must be directed to the highest level customer possible, simply due to the cost and limited number.

To get a handle on this problem, all future recommendations for customers to attend any of the area Nascar Races (New Hampshire, Dover, Poconos) will come directly through myself.

These will be the guidelines that I use for approval:

- * *Customers considered will have to be very important A Players.*
- * *A maximum of two tickets per customer.*
- * *Tickets will only be honored for actual customers invitedabsolutely cannot be transferred!*
- * *Due to limited number of suite seats, the hosting division/region management team that is accountable for the race will entertain our customers. RJR personnel will not attend with customers.*
- * *These guidelines apply only to the limited suite tickets. Grandstand tickets will be treated differently due to the fact the number is only limited to the regions budget for entertainment.*

Any tickets or plans that have already been made/confirmed for upcoming races will not be subject to this new procedure. However, these are the region guidelines for any new/future invitations.

If you have any questions, please give me a call.

Sincerely,

Mark Young

cc: Dave Wilmesher / Bill Roth / Jay Loftin

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